Yale University Office of Development

The Short Report
A MONTHLY GLANCE AT DEVELOPMENTS IN PROSPECT RESEARCH

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On the web at: www.yale.edu/devresearch

Director’s Corner
Welcome to the Short Report. We have long thought of writing a quick newsletter to answer the questions we hear all the time such as: Which web sites should I go to in order to learn more about public companies? To find biographies? To track down photos of prospects? In response, we gathered a monthly quick list of useful sources.

We also found that, due to the quiet nature of our work, many did not know who we were. So, along with information about key research projects and fun facts, we have included researcher profiles to introduce ourselves.

We hope you will find the Short Report useful and we welcome suggestions you might have! ~Melinda

Children of Yale’s Super Donors
RESEARCHING THE NEXT GENERATION

The Prospect Research Department (PRD) is exploring one aspect of the relationship between principal prospects and Yale: next generation Yale graduates.

The children of principal prospects who themselves have graduated from Yale present a well-defined opportunity. PRD is working with Major Gifts to help qualify these prospects and illuminate the potential of this group. Over the last few weeks, PRD has analyzed the records of over 85 alumni children representing the legacy heritage of 60 principal prospects. As PRD concludes its research, we will discuss our findings with Major Gifts to better understand how we can help Yale continue its strong ties with this next generation.

C & F Spotlight:
New! Foundation Center Online

In partnership with The Yale Electronic Library, we are pleased to announce campus-wide access to the Foundation Center’s Online Directory.

Via the research website (see below), you can now link to this invaluable resource to find information on foundations, corporate giving and public charities. Make sure to use the Text Field to search for officers, trustees and donors. Also remember to check the Grants Search database to see where the organization’s money has been flowing. Happy searching!

~Natasha

FC Online: http://www.yale.edu/devresearch/phil

Google Tip of the Month
Ever wanted to see a prospect’s house(s) before arranging a visit? Now you can! Simply type the address in the standard Google search bar, click ‘Map of...’ (first result), and then click ‘satellite’ in the upper right corner. Presto!

Hot Sites!
For great biography sites, check these out:

- **ZoomInfo.com**
  Excellent database containing biographies and board memberships of over 25 million executives and professionals; culled from an archive of executive announcements, CVs and business websites.

- **Hoovers.com**
  Comprehensive first look at executive bios for public and large private companies; search under “Executive Name.”

- **Biography Resource Center**
  245,000+ biographies from across all disciplines and subject areas; includes Marquis Who’s Who.

- **Ziggs.com**
  Index of over 2 million professionals

All sites on our webpage at www.yale.edu/devresearch/bio
This famous donor is known for his gift of valuable books, several bales of East Indian goods, and a Kneller portrait of King George I, all given to Yale before the 19th Century.

► Who is this donor?

See the hint below. Email your guess to:
prospectresearch@yale.edu

The winner will receive a gift and be named in next month’s Short Report!

**Hint:**

*Erica plans to get involved with non-profit management in the future, helping musical organizations engage in community outreach to underprivileged children.*